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To: U.S. Patent and Trademark Office

Date: June 1, 2007

Attention: Arthur Duran

Re: Appl. No. 09/864,293; Filed 05/25/01  
For: Interactive Advertisement  
Mechanism on a Mobile Device  
Inventors: AUFRICHT *et al.*

From: Michael Q. Lee/Omar Amin

Pages (including cover sheet): 2

Your Reference: 09/864,293

Fax No: 571-273-8300

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

## Applicant Initiated Interview Request Form

Application No.: 09/864,293

Examiner: Arthur Duran

First Named Applicant: Michael E. Aufrecht

Art Unit: 3622

Status of Application:

## Tentative Participants:

(1) Michael Lee

(2) Omar Amin

(3)

(4)

Proposed Date of Interview: 6/5/2007

Proposed Time: 11:00 (AM/PM)

## Type of Interview Requested:

(1) ☐ Telephonic(2) ☒ Personal(3) ☐ Video ConferenceExhibit To Be Shown or Demonstrated: ☐ YES

If yes, provide brief description:

☒ NO

## Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Re:is	claims 1, 16, 46, 53	Art Shaw et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Continuation Sheet Attached			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Brief Description of Arguments to be Presented:

References cited by the Examiner do not render the claimed invention unpatentable.

An interview was conducted on the above-identified application on \_\_\_\_\_.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Applicant/Applicant's Representative Signature

Examiner/SPE Signature

Typed/Printed Name of Applicant or Representative

Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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